

Maryland Lottery and Gaming Control Agency

Larry Hogan, Governor • Gordon Medenica, Director



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TO: Maryland Lottery and Gaming Control Commission
Gordon Medenica, Director

FROM: Carole Gentry, Managing Director of Communications

DIVISION: Communications

DATE: October 16, 2018

SUBJECT: Report for the October 2018 Commission Meeting

Following is a status update of ongoing and special projects in the Communications Division:

MEDIA RELATIONS

Key accomplishments last period:

News Coverage:

More than 25 stories on the Maryland Lottery and/or Maryland's casinos were broadcast and/or published in the past month by local/regional/industry media, including the Baltimore Business Journal, WBAL-TV, WJZ-TV, Gambling Compliance and more.

Winner Interviews and News Releases:

Communications staff members interviewed more than 30 winners of \$20,000 or more in the past month. News releases were written on those winners and were posted on the Lottery website and/or sent to the media. Communications issued a press release on 10/5 to report the September 2018 casino revenue figures. Communications also issued a press release to statewide media on 10/11 to promote the Mega Millions jackpot of \$548 million; a national dueling jackpot release on 10/15 to promote the Mega Millions and Powerball jackpots; and a national Mega Millions release on 10/16 to announce the Mega Millions jackpot increase to \$667 million for that evening's drawing, the largest in the game's history. Managing Director of Communications Carole Gentry also disseminated national talking points, facts and figures for each Mega Millions drawing, to Mega Millions lotteries across the country.

Broadcast Opportunities:

Communications staff members had a number of broadcast opportunities:

- Doug Lloyd appeared on WBAL-TV's monthly Lottery Update segment on 9/22 to discuss Lottery news and promotions.

- Doug also conducted radio interviews on 9/21 and 9/28 on WNAV 1430-AM in Annapolis and was “on air” during Baltimore Ravens pregame radio coverage on 9/23 on WBAL 1090-AM and 98 Rock.
- Communications staff member Roslyn Lane did WNAV’s “Bird Bites” segments that aired on 9/20 and 9/27.

Broadcast Opportunities and activities– Growing Mega Millions Jackpot:

Several Communications staff members conducted radio and TV interviews on 10/12, 10/15 and 10/16 to promote the growing Mega Millions jackpot, Powerball jackpot and drawings:

- Managing Director of Communications Carole Gentry on WNAV;
- Roslyn Lane on WZBA-FM in Baltimore;
- Gail Pelovitz on WDYK-FM and WVMD-FM (both in Cumberland);
- Gail Pelovitz on Fox 45 TV News, Baltimore;
- Doug Lloyd on WHUR-FM and WMAL-AM (both in Washington, D.C.).
- Director Medenica conducted on-camera and radio interviews on 10/16 with:
 - Baltimore’s WBAL-TV and WJZ-TV. (Both the Mega Millions and Powerball mascots were present.)
 - WNAV-AM in Annapolis and ABC-Radio Network, New York to promote the record-breaking \$667 million Mega Millions jackpot and the ongoing roll.

In addition to radio and television interviews, members of the Communications team donned the Mega Millions and Powerball mascot costumes to conduct evening drive-time “waves” in downtown Baltimore. The group waved to passersby and touted the jackpot amounts with signage.

Daily News Headlines:

Communications staff sent daily news clip emails to Maryland Lottery and Gaming staff and members of the Commission during each day of the five-day workweek. Each email contained links to multiple media articles covering the lottery and gaming industries.

Winner Awareness:

In addition to winner interviews, blog posts and media alerts, Communications continued to focus on its overall winner awareness campaign using social media (Facebook, Twitter and Instagram) to highlight lottery prizes won by attendees at various events. The team also continued to garner media attention for “anonymous winners” who agree to publicity without revealing their identities.

Upcoming tasks for this period:

Broadcast Opportunities:

Communications Staffer Roslyn Lane will be featured in the next Lottery Update segment on WBAL-TV on 10/27.

EVENTS AND SECOND-CHANCE PROMOTIONS

Key accomplishments last period:

Events and Community Outreach:

The Communications staff also managed the Lottery's presence at the following events:

- Baltimore Orioles game, Baltimore – 9/17
- Mermaid's Kiss Oyster Fest, Baltimore – 9/20
- ZERO Prostate Cancer Run/Walk, Towson – 9/23
- Baltimore Ravens game vs. Denver Broncos, Baltimore – 9/23
- Endless Summer Cruisin', Ocean City – 10/4 through 10/7
- Purple Evening, Baltimore – 10/8
- Das Best OktoberFest, Baltimore – 10/13
- Maryland Wine Festival, Westminster – 10/13

Second-chance Promotions:

Communications staff member Gail Pelovitz continued work on procedures and fulfillment of all Lottery second-chance contests.

Upcoming tasks for this period:

Events:

The Communications staff will manage the Lottery's presence at the following events:

- Day to Serve Agency Volunteer Event, Solo Gibbs Park, Baltimore – 10/18
- Morgan State vs. Howard University football game, Baltimore – 10/20
- Baltimore Ravens vs. New Orleans Saints game, Baltimore – 10/21
- BARCStoberfest, Baltimore – 10/27
- Across The Bay 10K, Annapolis – 11/4
- Baltimore Ravens vs. Pittsburgh Steelers game, Baltimore – 11/4
- Baltimore Ravens vs. Cincinnati Bengals game, Baltimore – 11/18

Second-chance Promotions:

Communications staff member Gail Pelovitz will continue working on procedures and fulfillment of all of the agency's second-chance contests.

CORRESPONDENCE, NEWSLETTERS, PIA REQUESTS AND COMMUNICATIONS

Key accomplishments last period:

Correspondence:

More than 100 e-mail inquiries and letters were received and answered by Communications staff.

Public Information Act Requests:

Communications staff completed responses to numerous PIA requests with assistance from the Attorney General's Office and other Agency staff.

Newsletters:

Communications staff members completed the latest edition of the Gazette employee newsletter and began working on the next edition of the quarterly Retailer Report newsletter.

"Retailer Corner:"

Posted twice-weekly blog entries on the "Retailer Corner" section of mdlottery.com.

Upcoming tasks for this period:**Correspondence:**

Continue providing timely, accurate and complete responses to e-mail and other written inquiries.

Public Information Act Requests:

Continue providing timely, accurate and complete responses to PIA requests.

Newsletters:

Complete the production of the next Retailer Report and begin producing the next Gazette employee newsletter.

DRAWINGS MANAGEMENT**Key accomplishments last period:****Daily Drawings:**

The Lottery's twice-daily drawings of Pick 3/Pick 4, the daily drawings of Bonus Match 5 and 5 Card Cash and the twice-weekly drawings of Multi-Match were conducted successfully. The drawings team also ensured that winning numbers for those games, as well as multi-state games, Powerball, Mega Millions and Cash4Life were posted on mdlottery.com, the Lottery's mobile device apps, the drawings crawls and winning numbers phone line. In addition, the drawings team planned and executed a live remote Pick 3/Pick 4 drawing on 9/28 at Baltimore Comic-Con in downtown Baltimore at the Convention Center.

Upcoming tasks for this period:**Daily Drawings:**

The drawings team will continue to conduct daily drawings and publish winning numbers. Members of the drawings and Communications team continue working with Lottery TV drawings partner WBAL to review all creative elements associated with the execution of the drawings. In addition, the drawings team is considering locations for the next live remote Pick 3/Pick 4 drawing.